

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Richard D. Ellis et al.
Application No. : 09/998,901
Filed : November 29, 2001
For : METHOD AND SYSTEM FOR DYNAMICALLY
INCORPORATING ADVERTISING CONTENT INTO
MULTIMEDIA ENVIRONMENTS

Examiner : Michael Bekerman
Art Unit : 3622
Docket No. : 700135.424
Date : November 2, 2006

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Commissioner for Patents:

In response to the Office Action dated May 2, 2006, please extend the period of time for response three months, to expire on November 2, 2006. Attached is an Electronic Fee Transmittal with the requisite fee. Please amend the application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Amendments to the Abstract begin on page 12 of this paper.

Remarks/Arguments begin on page 13 of this paper.